

# Case Study

## CYPHER Learning



**Susan Adams**

Associate Director of Teaching & Learning at Edtech Insight

- ✓ Review by a Real User
- ✓ Verified by PeerSpot

### What is our primary use case?

We offer transformative health programs. We offer self-paced and cohort-based learning experiences online for health and wellness.

We are using its latest version.

### How has it helped my organization?

CYPHER Learning is extraordinarily intuitive. It allows us to customize the design and the look-and-feel of all of our pages inside of a course.

It also allows us to direct students automatically from one task to the next, including creating their own reflections and personal goals. So, it really does support student agency, as we call it, as well as student success in completing tasks on their own.

We are able to see who has not accessed the portal and follow up with those people. It is important for us because retention is one of the factors in evaluating the efficacy of a course.

It enables us to monitor and check student progress. We don't use the mastery tool so much, but we do use the gamification tool where they get a set of scores or points once they complete something, and that badging system helps us track the completion. We've steered away from the grading tool and stuck with more of what I always call the rewards.

### What is most valuable?

We love a couple of things. We love the group feature allowing students to have peer-to-peer learning experiences. In our case, it is for students, but this feature could also be useful



for a business to provide peer-to-peer learning experiences for employees. The group tool provides an opportunity for students to connect with their peers inside of their own digital space. One of the aspects that we love about the group tool is that it allows students to leave the course but engage in a digital space where they access materials that are personalized to their group.

We also like gamification. It allowed us to give our users scores and have a friendly competition to motivate their learning success.

Another great feature is that it allows you to change the naming conventions of the tools. I've never seen an LMS that allows you to do that. All organizations have their own vocabulary, and this is just an extraordinary feature that gives you so much freedom to customize the platform to align with your organization's look-and-feel and vocabulary.

Their Support Forum was exemplary. I got answers within 25 minutes of my questions, and they were personalized to me, which made the Support Forum highly valuable. I love the fact other people could see the question and the answer I got, and I could see theirs.

## What needs improvement?

I'm an instructional designer, so from a designer standpoint, it is important to have a user-friendly resource folder that allows us to organize our artifacts for easy access to pull into multiple pages and modules. The second feature that I need is an easier capacity to edit pages with

images and customizable headings.

## For how long have I used the solution?

I started in November of 2019.

## What do I think about the stability of the solution?

It is highly stable.

## What do I think about the scalability of the solution?

It is absolutely scalable. Currently, we have 10 courses, and we could easily go way more.

In terms of its users, we have a curriculum director who oversees content quality, and then we have course builders. Sometimes, the curriculum director takes on the course builder role, which means aligning the content into a cohesive format in CYPHER Learning. We have an admissions director who looks at the analytics to help us look at retention and other continuity needs.

In terms of its usage, we're currently in a little bit of a holding pattern. We've done an initial launch, and we're now assessing and bringing on more content experts. So, we're back in what we call build mode with a plan to launch in the fall another set of courses.



## How are customer service and support?

Their Support Forum is fantastic. The initial onboarding was easy with great technical support and relationship building with Alexia. I got a chance to get to know her really well because she's a designer. If I didn't get what I needed at the Support Forum, I could reach out to her directly. I would rate their support a 10 out of 10.

## How would you rate customer service and support?

Positive

## Which solution did I use previously and why did I switch?

I am an instructional designer. So, I work with lots of learning management systems, but in particular, for this project, I didn't work with any other solution.

## How was the initial setup?

It was straightforward. The company provided us with excellent onboarding training.

The build took a long time, but that was not because of CYPHER Learning. I could probably build a full course in a week if I had all the content with me.

## What about the implementation team?

We implemented it on our own. In terms of maintenance, the curriculum director and the course builder both tag team to support the technical ends. They also need to communicate with the content experts of the courses to manage student expectations and technical needs. We had to set up a Google email account to make sure students had a place to get help.

## What was our ROI?

We absolutely will see an ROI when we launch.

## What's my experience with pricing, setup cost, and licensing?

Their plans are based on enrollment numbers. We're at the silver level with 100 active learners. So, you're really beholden to how many learners you're going to accommodate. There are no extra costs in addition to the standard licensing fees.

## Which other solutions did I evaluate?

I evaluated Thinkific, but it was nowhere near the level of features and customization that we needed.



## What other advice do I have?

Maybe I'm being biased, but you definitely want to hire or have a course designer with the skills of course design and the understanding of how to leverage all the features that are available in an LMS. The other piece of advice is to be very thoughtful and intentional about your initial setup by asking how it aligns with your goals and outcomes. For example, we needed to think about the naming conventions of each feature to match our organization. So, instead of calling them courses, we called them journeys. Instead of calling them groups, we called them communities.

The biggest lesson that I have learned from using this solution is to collaborate and work as a team to build the platform, and iterate, iterate, iterate.

We connect it to HubSpot, which is for our tracking of marketing, but in CYPHER Learning, we haven't done a lot of automation. We also haven't used the competency-based learning feature. We're very new, and we do intend to use it, but we aren't there yet. We do use gamification and badging.

I would rate CYPHER Learning a nine out of ten.

## Which deployment model are you using for this solution?

Public Cloud

## If public cloud, private cloud, or hybrid cloud, which cloud provider do you use?

Other



Read 48 reviews of CYPHER Learning

[See All Reviews](#)